

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37819  
**Alt Order #:**  
**Product Desc:** CONGRESS / R / CD3  
**Estimate:**  
**Flight Dates:** 11/02/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe - R-CD3  
**Demographic:** A25-54  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 09/03/11  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	12	\$9,500.00	\$8,075.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$9,500.00	\$8,075.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$9,500.00</b>	<b>\$8,075.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	11/06/12	11/06/12	8 News Now 6a M-F	CM	6-7a	-T-----	1:00	1	\$550.00	LV2	0.00	NM	1	\$550.00
				8 News Now 6a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$550.00		0.00			
N 2	8	11/05/12	11/05/12	Live w/Kelly	CM	9-10a	M-----	1:00	1	\$600.00	LV2	0.00	NM	1	\$600.00
				Live w/Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 3	8	11/05/12	11/05/12	Ellen	CM	3-4p	M-----	1:00	1	\$850.00	LV2	0.00	NM	1	\$850.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$850.00		0.00			
N 4	8	11/02/12	11/05/12	7-8p Rotator	CM	7-8p	M---F--	1:00	4	\$700.00	LV2	0.00	NM	4	\$2,800.00
				7-8p Rotator											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	M---F--		4				\$700.00		0.00			
N 5	8	11/05/12	11/05/12	8 News Now 11p M-F	CM	11-1135p	M-----	1:00	1	\$1,200.00	LV2	0.00	NM	1	\$1,200.00
				8 News Now 11p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	M-----		1				\$1,200.00		0.00			
N 6	8	11/03/12	11/03/12	NCAA Football	CM	NCAA College Foo	-----S-	1:00	1	\$600.00	LV2	0.00	NM	1	\$600.00
				NCAA College Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	-----S-		1				\$600.00		0.00			

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Advertiser: Heck, Joe - R-CD3  
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 Estimate:  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	8	11/03/12	11/03/12	Sat Prime Special KLAS Movie: Bat 21	CM	9-11p	-----S-	1:00	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-			2			\$1,000.00		0.00			
N 8	8	11/05/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	M-----	1:00	1	\$900.00	LV2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----			1			\$900.00		0.00			
													Totals	12	\$9,500.00